



Mission Statement and Vision

Local Trust | Big Local



Our mission statement

“With a lottery budget of £1million Selby Big Local will seek to make a lasting and positive difference to our local community. We will bring together all the talent, ambitions, skills and energy from individuals, groups and organisations who want to make our area an even better place to live.”

In the process of achieving this ambition we will be guided by the following principles:

- Working towards all projects being **sustainable**;
- Strongly advocating the principle of **inclusivity**: respecting and valuing the contribution of all people who are working towards our common aims and ambitions;
- Aiming to achieve “**empowerment of local people**” by inspiring individuals and building a sense of community self- confidence
- To promote community **harmony and co-operation**;
- To identify, engage and develop **more community activists** ;
- To **listen and respond** to the needs and aspirations of the local community;
- To improve “**quality of life**” for people living in the area;
- To tackle “**disadvantage and need**” wherever possible;
- To expect **integrity** in all that we do and through all the projects we engage in;

Our vision

Over the past nine months the Selby Big Local Steering Group have been carrying out a community research project; speaking with hundreds of local people living in the Flaxley Road, Abbots Road and town centre of Selby.

We have heard about all the things that make Selby great, but also some of the concerns and issues people have about where they live and the ideas they have to address these concerns.

After completing our community research we have spent the last few months running a number of visioning workshops in various locations in our Big Local area.

The vision areas below represent key themes in our attempt to encapsulate the feedback from these sessions and our community research findings. The focus is on **activities, places and people** all of which will be central to the success of Big Local and present our vision for Selby in the coming months and years.

Our four vision areas are:

- **Community Involvement and Participation**
- **Health and Wellbeing**
- **Opportunities for young people**
- **Employment, Skills and Training**

Community Involvement and Participation

“Our vision is to see greater community ownership and participation, where people are better connected, contributing to the community and invested in where they live.”

We feel it is essential that community involvement and participation underpins our work, and will be crucial to the success of Big Local. The issue of Community was the most commonly referred to theme running through our research findings. A large majority of people noted that Selby has a “friendly community” with “helpful people” and for many Selby was a “small town, perfect size”; “you can speak to everybody in Selby”.

However, there were a number of comments about how “Selby is disjointed; hard to know what or who is happening where”; and how there was a need for “more advertising of events and groups”. One individual commented that “people can be sceptical towards new things/new initiatives”. One respondent noted that Selby “needs more people/community workers to supervise/organise activities and venues” and another that there needs to be “support for community activities”.

A lack of community spaces for people of all ages to meet is an issue that runs through all of our vision areas. In particular there is a need for places located in the Flaxley Road and Abbots Road areas that are accessible and central to those communities.

Along with the need for improved access to indoor space where people can meet that is highlighted in a number of the vision areas, comments in our research also noted the potential to “improve green spaces”, “capitalise on existing assets and landscape around us to maximise cohesion and sustainability”, “community green areas for local people/schools etc.” and “more use of toll bridge gardens - needs developing and used more.”

We feel that improving access to appropriate community spaces as well as increasing the number of community workers and local leaders is crucial to the foundations of making things happen in the community.

Ideas for addressing this vision area include:

- **Activities that get more people involved.** We have started a few activities such as the Community Choir and will be holding a You-Choose event in the autumn where local groups can bid for and decide on some small grants. Selby Big Local could use their money to develop a wide range of activities for everybody in the area over the next few years: activities that address our 'Mission' of promoting community harmony, increase empowerment and developing more active citizens.

- **Improving communications** both from Big Local and also other community activities that are taking place in Selby. The Steering Group is developing a Selby Big Local communication strategy to help us to communicate our work in the area. Specific ideas include creating a regular newsletter, updates in the local press, electronic notice boards in the town, a "what's on website" with links and updates to various activities in key community areas.

- **Pop-up Shop** that moves around various locations to provide information about what is going on in Selby and is accessible to communicate directly with more people.

- **Working with venues that are currently under used.** We feel that while there is a lack of community spaces available locally there are a number of community venues that are under-used and one way to address this is to use existing spaces better and to improve the visibility of these spaces with support from Big Local for more activities.

- **Support the newly opened community centre** being developed by the local Salvation Army on Abbots Road. We feel it would be important to strengthen our links with this organisation and to work with them to ensure the new space is used to improve residents' access to this much needed local community facility in the Abbots Road area.

Opportunities for young people

“Our vision is to work with young people to create improved life chances and support them to achieve their ambitions.”

A lack of opportunities for young people is a key issue for those living in Selby and was a very common theme emerging from the research. The issue was reflected in comments across all age categories; “lack of activities for young people”, “nothing much for teenagers.” Having something purposeful or creative to do was also noted as lacking; “no imaginative choices for teenage groups”.

As with the issue of health and wellbeing it is felt that a lack of spaces where young people can meet is a key issue. Many respondents also commented that there was a “lack of facilities for young people”, “nowhere for teenagers to go”, “no place or venue for young people to meet” and “no youth clubs”. Discussions have noted however that some (or many) young people don’t particularly like attending centres or clubs.

There is little current youth work support available for young people available.

Ideas for addressing this vision area issue include:

- **Engage young people to join the Big Local Steering Group**, with the possibility of establishing a separate Steering Group for young people living in the area.

- **Plan for Young People.** Work with other Youth Groups and young people to develop a Plan that is specific to the needs and aspirations of young people living locally.

- **A range of activities and events** to tackle boredom and youth disengagement that involve young people directly and give them a say in the decision-making process of what they would like to see.

- **Mentoring scheme** in schools to provide role models and help support young people with their personal growth.

Health and Wellbeing

“Our vision is for people of all ages living in Selby to feel emotionally and physically well and to live happy, healthy, fulfilling lives.”

We feel that Health and Wellbeing and in particular the issue of isolation is a key issue as it seems to lie behind a number of other issues and is an area of concern that was mentioned many times in our research. A key part of the area of Health and Wellbeing is the absence of places where people can come together, particularly on the Abbots Road and Flaxley Road area.

How this affects older people was highlighted by one comment stating how “older people are isolated- stuck inside with nothing to do”. However, the issue of Health and Wellbeing isn't limited to the older generation. A lack of activities for young people was also a common concern, and can result in social isolation for young people too. One resident reflected on how she worries about her daughter “sat in her room on her computer all night. She wants to be out doing things but there's just nothing for her to do.”

People with mental health issues are particularly affected by the issue of isolation and the issue of relating to residents struggling with their mental health has been highlighted as a concern.

Ideas for addressing this vision area include:

- **Developing a range of small groups** to understand the needs of specific groups better in order to find the best way of addressing the issues of isolation or loneliness that they face. One idea to address this is to have a small groups development project, developing a range of small groups aimed at particular target populations in the area including young people, older people, young parents and the polish community. By working with these groupings we would explore any project ideas they may have and support them to fulfil their ambitions.

- **Counselling service** running targeted workshops or a regular counselling service for people struggling with mental health issues.

- **Partnering with existing initiative** and services that are already available locally such as activities run by Age UK and Horton Housing and also the new Social Prescribing Service delivered by Selby AVS.

Employment, Skills and Training

“Our vision is for improved access to a range of training, learning and development opportunities for both young people and adults, so they can take positive steps in achieving their full potential.”

We know through our experience of speaking with local people that employment, skills and training is a key issue in the area. A crucial element to this is the fact that much of the work available in Selby is low paid. As such it is not uncommon to meet residents who have two or even three jobs in order to make ends meet.

Unemployment is also an issue that sits within this area. Within our research there was a common feeling that “people are struggling to find help to get into work”. A number of comments highlighted that it would be of benefit to having skills and training schemes in the town.

One comment made reference to a need for “more employment in Selby”; “skills and training schemes”; job creation schemes and providing “skills to help people get jobs for all ages” were all mentioned as suggestions for improving employment opportunities in the area.

The lack of training and employment opportunities was raised several times by respondents in our community research. One noted: “Training is very confined to employment that is restricted to a small zone of opportunities, (resulting in) limited horizons”. Another noted that the issue of lack of opportunity starts early in the education system: “There is a huge gap in attainment for pupils on free school meals”.

Adult education also emerged as an issue with a number of participants highlighting the lack of availability and affordability of adult education. A need for “affordable night school (adult education)” and “adult learning centres (with childcare provided)” were highlighted as issues.

There are some clear links in this theme to poverty, debt and financial exclusion.

Ideas for addressing this vision area include:

- **Partnerships with other initiatives** such as Local Council initiatives, private sector employers, economic development plans, credit unions and helping local people to access what support is already available.

- **Job Club** providing those living in the Big Local area with help and support in looking for work.

- **Mentoring for people of all ages** to provide advice and support in improving employment opportunities to those living in the area.